



What is the National Export Initiative (NEI)?



“So tonight, we set a new goal: We will double our exports over the next five years, an increase that will support two million jobs in America.”

President Obama
State of the Union
January 27, 2010



National Export Initiative: Chronology

- **January 2010:** State of the Union
- **March 2010:** Executive Order
- **September 2010:** NEI Report to the President (Export Promotion Cabinet)
- **June 2011:** Annual National Export Strategy Report to Congress (TPCC)
- **2012:** New White House Export Promotion Cabinet priorities.

National Export Initiative: Eight Priorities

- 1. Small Business:** marketing, training, matchmaking, finance, staffing, technology
- 2. Federal Assistance:** domestic and foreign trade shows, reverse trade missions, key markets
- 3. Trade Missions:** frequency, size, leadership
- 4. Commercial Advocacy:** schedules, outreach
- 5. Export Credit:** access, sectors, outreach
- 6. Macroeconomic Rebalancing:** sustain, rebalance
- 7. Reducing Barriers to Trade:** access, FTAs, WTO, enforcement
- 8. Services Sector:** outreach, access, trade missions, education, capacity bldg, data

Why the NEI Is Important

- **Jobs:** In 2011, exports supported 1.2 million more jobs than in 2009.
- **The Economy:** Over 12% of U.S. GDP
- **The Future:** $GDP = C + I + G + (X-M)$

Why U.S. Firms Should Care

Exporters are more competitive, with diversified markets.

- Pay 13-18% higher wages.
- Exporters are 8.5% less likely to go out of business.

Small firms are expanding their share of exports.

- From 27% in 2002 to 34% in 2010.
- A record 293,000 U.S. companies exported in 2010.

Foreign markets are attractive.

- The U.S. and advanced markets grow 0-2%. Emerging markets grow 4-9%. Millions of new middle class consumers.
- Strong U.S. Brand. \$2.1 trillion record U.S. exports in 2011.

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The Challenge: More Companies Exporting to More Markets

Broaden: Increase the number of companies that export.

- The 293,000 that currently export represent only one percent of all U.S. companies.

Deepen: Increase the number of countries to which small businesses export.

- Of all the U.S. companies that export, 58% export to only one country, representing only 5% of the value of all exports.

Public role: Help firms face hurdles to exporting, esp., lack of information, financing, market access

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2012: NEI Works in Progress

- **Priority Markets & Sectors**
- **Localizing the NEI:** States, Metros
- **Export.gov 2.0 and BusinessUSA.gov**

- **New White House Priorities:**
 - Interagency Trade Enforcement Center,
 - Federal export promotion infrastructure,
 - Small business outreach
 - **Marketing – Public and private media channels**
 - **Trade Promotion– expanding export opportunities**
 - **Trade Financing – Community Bank engagement**

Engage, Assess, and Refer Businesses

Non-Exporter:

No clear exportable good or service;
no track record of domestic sales.

Referral:

- Self help resources on sba.gov.
- Basic business planning consultations with SCORE or Women's Business Centers

Not Ready-to Export:

Established firm, but no export plan, management commitment, or resources to export.

Referral:

- Online international trade counseling from SCORE.org.
- Self help resources on export.gov

New-to-Export (NTE):

Established firm that has not exported;
has track record of domestic sales and management commitment.

Referral:

- SBDC International Trade Center
- SBDC export counseling

New-to-Market (NTM):

Increase-to-Market (ITM):

Currently exporting with an export marketing plan; experience with trade logistics and payment mechanisms.

Referral:

- Commercial Service USEAC

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EXPAND MY EXPORTS IDENTIFY TARGET MARKETS IDENTIFY REGULATIONS FOR YOUR PRODUCT HOW WE CAN HELP

EXPANSION **PRODUCT SPECIFICS** **NEW CHANNELS**

SELLING ONLINE
Mauris fringilla euismod dui, ut ornare dui tempor tristique. Mauris mauris felis, cursus pharetra luctus a, egestas a libero. Integer nunc mi, lacina suscipit placerat in, vulputate vel ante.

GLOBAL INTERNET USERS

Year	Users (millions)
2002	616
2003	721
2004	867
2005	1016
2006	1159
2007	1303
2008	1450
2009	1600
2010*	2048

Source: International Telecommunications Union

FIND COUNTRY INFORMATION

Select your industry to view which countries are purchasing the most U.S. products and services. Click on the image for details.

Industry: [] Country: []

SUBMIT

READINESS QUIZ

Through our Readiness Quiz, we can help you explore training and counseling programs, develop an export business plan, conduct market research, find foreign buyers, and finance your exports.

- BEGIN -

PARTNER

Export.gov has strategically partnered with major corporations to help small and medium-sized U.S. companies begin and/or expand their export sales.

Industry: []

RESOLVE TRADE PROBLEMS

Trade barriers and unfair practices take many forms. We help U.S. exporters resolve trade barriers every day. Find out how we can help you.

> HS Code
> NAICS Code
> Combinations

Resources

Resources:

- Export.gov
- 2010 NEI Report to the President
 - <http://export.gov/nei/>
- 2011 National Export Strategy
 - <http://trade.gov/publications/pdfs/nes2011FINAL.pdf>